

# ELFIE WANG

Graphic Designer | Illustrator | Product/UXUI Designer

## WORK EXPERIENCE

Philadelphia, PA | Mar 2025 - Present

Graphic Designer

- **Designed and managed graphic content** for projects, including packaging, illustrations, animations, infographics, and social media posts, ensuring **brand consistency** across projects.
- **Collaborated with the team**, formatted design files, reviewed and refined design drafts for quality, **updated project workflows**, improving turnaround time.

Los Angeles, CA | Mar 2025 - Present

Motion Graphics Designer

- **Designed monthly recipe eBooks** with engaging layout design and consistent branding identity, to boost user subscriptions.

Houston, TX | Sep 2024 - Nov 2024

Lead Graphic Designer (Intern)

- **Led visual branding** for a musical collective, creating cohesive identities and **social media design** that boosted audience engagement and brand recognition.
- **Conducted user research** with 50+ participants to analyze design trends, audience preferences, and competitors, informing design and **marketing strategies**.
- **Guided and supported** graphic design interns, fostering a collaborative and productive team environment.

Orlando, FL | Sep 2023 - Dec 2023

Graphic & Web designer (intern)

- **Optimized and maintained websites** for frontier tech organizations, arranged content creation on **CMS platform**, led to a 20% increase in sponsorships and donations.
- **Collaborated with cross-functional teams**, developed **user-centered designs** for graphics, layouts, branded content, typography, iconography, logo design, and style guides, thereby enhancing user experience and strengthening brand identity.

Orlando, FL | Sep 2022 - Present

Graphic Designer & Illustrator

- **Utilized industry-standard software** such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to customize design for books and anime merchandises, overseeing the **end-to-end process** from illustration/concept design to print production.
- **Streamlined communication** between client and print vendors, achieving 100% customer satisfaction with high- quality and timely delivery, and 13% increase in gross margin for sales.

## PROJECT

Orlando, FL

Fat Kahuma's Restaurant

Designed branding, website, and marketing assets for a restaurant, including logo, branding collaterals, digital menu, ad banners, email campaigns, to create a cohesive, beach-inspired identity, enhancing customer engagement and increasing reservations.

Orlando, FL

TANG Cosmetic Product Design

Designed branding and packaging for a cosmetic product by blending traditional aesthetics with modern marketing trends, creating a timeless yet market-relevant identity that attracts target customers.

## EDUCATION

Orlando, FL, USA | Completed: May 2024

Associate of Science (A.S.)

Major: Graphic & Interactive Design

Technical Certificates: Interactive Design Support, Interactive Design Production

Honor: President's Honor List (GPA 3.75-4) - 4 semesters, Dean's Honor List (GPA 3.5-3.74) - 2 semesters

Shanghai, CN | Completed

Bachelor of Arts (B.A.)

Major: Advertising

CREATIVE REPUTE INC

LIVECOMPLETE LLC

ELEVATE CREATION

CAT 5 STUDIOS

FREELANCE

VALENCIA COLLEGE

UNIVERSITY OF SHANGHAI FOR SCIENCE & TECHNOLOGY

## CONTACT

Location: Orlando, FL | Green Card Holder

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LinkedIn: [linkedin.com/in/yanfeiw-elfie](https://www.linkedin.com/in/yanfeiw-elfie)

This is *Yanfei Wang*, goes by *Elfie*.

I am a creative problem solver specializing in visual communication and user-centered design. Proficient in Adobe Creative Suite, I have worked across multiple industries internationally, developing a strong portfolio of visually compelling designs for print, social media, user interaction and illustrations. My experiences span from concept development to final production, ensuring designs meet aesthetic standards and align with strategic marketing goals.

## SKILL

### Graphic

●●●●●

Photoshop

Illustrator

InDesign

Canva

### UXUI

●●●●●

Figma

Sketch

XD

InVision

### Motion

●●●●○

Principle

ProtoPie

After Effect

### Video

●●●●●

Final Cut Pro

CapCut

### Web

●●●●●

HTML/CSS

Framer/Wix/

Unleash Media

### 3D Model

●●●○○

Blender

### Other Technologies

Packaging Design

Vectors Illustration

User Journey Mapping

Wireframes & Prototypes

Mockups

Brand Strategy

Information Architecture

Attention-to-Destial

Collaborative Workspace (Miro),

Project management (Notion/Monday)

## AWARD

Orlando, FL | Aug 2023

Florida Print Awards - Best of Category

Issued by Florida Graphics Alliance

